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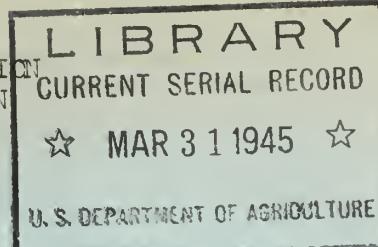


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Review

WAR FOOD ADMINISTRATION
OFFICE OF DISTRIBUTION
150 Broadway
New York, 7, New York



Cleared by:
N.Y., Phila...Boston
Regional OWI office with a "B" rating

Issued:
November 2nd, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"A Thought For The Holiday"

ANNOUNCER: November 23rd is Thanksgiving. A great many homemakers have probably already tried to order some of the traditional holiday foods...only to be told that they may not be available this year. Turkeys and cranberries will be scarce this year. And today, Mr. _____ of the War Food Administration's Office of Distribution is here to tell us why some holiday foods are in short supply and to suggest other foods to help us celebrate Thanksgiving with genuine thankfulness.

OFF. OF DIS.
REP. It seems to me that turkey is always the favorite item in a Thanksgiving meal...but this year, there won't be as much turkey for civilians as in previous years.

ANNOUNCER: But there will be holiday turkey for our servicemen and women...right, Mr. _____?

OFF. OF DIS.
REP. Yes, that is right. Turkey for Thanksgiving, Christmas, and New Year's Day dinners have already been shipped to servicemen and women in the more remote war theatres. But the turkey set-aside order can't be revoked until all the requirements for holiday turkey for the armed forces are met.

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ANNOUNCER: Turkey set-aside order...Does that mean that a certain amount of the turkeys produced are set-aside for the armed forces?

OFF. OF DIS. That's the idea...All turkeys produced or marketed in REP. specific areas must be held for the Quartermaster Corps... or delivered to them,

ANNOUNCER: How soon will the set-aside order be able to be terminated?

OFF. OF DIS. Well, that depends on how soon the turkey processors can REP. get the required amount of gobblers to the armed forces. Last year, the equivalent order was terminated on October 25th., but this year, with so many more American men and women overseas, military requirements are much higher.

ANNOUNCER: So it's taking longer to meet GI needs.

OFF. OF DIS. And still another factor is that there's a labor shortage REP. now in many turkey processing plants. Altogether, it looks as though turkey supplies for Thanksgiving dinner will be short of the demand...but there is some good news about turkeys too.

ANNOUNCER: What's that?

OFF. OF DIS. It looks now a though civilian supplies of turkey for REP. Christmas and New Year's Day will probably be larger than they are for Thanksgiving.

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ANNOUNCER: Well, with that to look forward to, there shouldn't be many complaints about no turkey at Thanksgiving.

OFF. OF DIS. There shouldn't be anyway. That turkey dinner for our men REP.

and women overseas is like a "piece of home". So we should think of them when we're eating our Turkey-less Thanksgiving dinner.

ANNOUNCER: What are homemakers going to do about the situation, Mr. _____ Thanksgiving's still coming, turkey or not... so what would be a good holiday substitute?

OFF. OF DIS. If homemakers can't get any other poultry for dinner, one REP. delicious and festive idea would be a Brown roast of veal... it's very attractive... and it can be stuffed with the family's favorite dressing. And it's very good with a dressing made of Thanksgiving fruits and vegetables ... either sweet potato stuffing, or one combining apples and celery.

ANNOUNCER: Say, that sounds wonderful... and with some cranberry sauce...

OFF. OF DIS. Not so fast, _____. I'm afraid the cranberry sauce REP. idea isn't such a good one. Cranberries are going to be much harder to find this year... and more expensive, too.

ANNOUNCER: Has there been a smaller crop this year?

OFF. OF DIS. Yes there has. The crop this year is expected to be REP. just a little more than half of last year's production... and the highest retail price for cranberries under the new price ceilings is expected to be about 43 cents a pound.

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ANNOUNCER: Are cranberries going to the armed forces same as turkeys?

OFF. OF DIS. Well, the War Food Administration is allocating stocks
REP. evenly to meet military, civilian, and export needs.

Because of recent crop losses, the allocations have been revised...so 30 percent will go to the armed forces for holiday dinners...nearly 66 percent will go to civilians, and about four percent will go for export.

ANNOUNCER: I suppose that the cranberries for military and export purposes will all be canned and dehydrated.

OFF. OF DIS. That's right. And homemakers will have to fall back
REP. on fresh cranberries this year...if they can get them... and make their own relishes.

ANNOUNCER: What would you suggest instead of the traditional cranberry sauce?

OFF. OF DIS. One way for homemakers to stretch their supplies is to
REP. make an uncooked relish, combining the cranberries with oranges that have been put through a chopper.

ANNOUNCER: That sounds wonderful! But suppose a homemaker can't get cranberries. What kind of a relish could she serve instead?

OFF. OF FIS. There are so many I can't even attempt to talk about all
REP. of them. But if a homemaker's been canning, she could serve her own home-canned relishes or preserves with the Thanksgiving roast.

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ANNOUNCER: You mean things like pickled peaches...or pickled water-melon rind?

OFF. OF DIS. Yes. Or she could have yellow tomato relish...or apple REP. and tomato butter...and of course jelly is always a good relish...something delicious and appropriate to the Fall season...like crab-apple jelly...and spiced applesauce is good, too.

ANNOUNCER: Say, you're making so many good suggestions...how about outlining a wartime Thanksgiving dinner for us?

OFF. OF DIS. It's a pleasure...First a crown roast of point-free veal, REP. stuffed with a whole vegetable...like cauliflower, sprinkled with carrots and peas, or a sweet potato or apple and celery stuffing...or any favorite dressing, of course, or leg of lamb or mutton would be good, too. With it delicious home-made relish...or jelly, or pickle. Holiday-ish boiled, or creamed or glazed onions to go with....

ANNOUNCER: Creamed onions...that's for me!

OFF. OF DIS. Yes, they're a specially good choice for Thanksgiving. REP. And there are other plentiful vegetables which would make colorful and tasty additions to the meal. For instance brussels sprouts or cauliflower would add a crisp green note...and glazed carrots would be good. Sweet potato balls are nice for a holiday meal...but if the roast is stuffed with them, you wouldn't want to serve them as an extra vegetable.

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ANNOUNCER: Please go on...I'm getting so hungry...for dessert...

OFF. OF DIS. Dessert could be the traditional pumpkin pie, or maybe
REP. squash or sweet potato pie for variation. And it's even better to have individual tarts...or to top the pie or tarts with ice cream....

ANNOUNCER: I'll take mince pie..and I can eat that every holiday.

OFF. OF DIS. A lot of people feel that way about it...and some
REP. people like fruit cake for Thanksgiving, too.

ANNOUNCER: Well, that winds up our Thanksgiving meal...and I bet it'll taste even better when you think of your turkey as a present to servicemen and women an ocean or two away.

OFF. OF DIS. That's a fine way to put it...and I can think of another
REP. Thanksgiving present for our men and women in uniform...

ANNOUNCER: You mean a nice Christmas box, full of home cooking?

OFF. OF DIS. Nothing as glamorous as that.. What I mean is just a REP. can full of waste fat. That's a present that a soldier, sailor, or marine won't receive directly...but it'll help him just the same...because more waste fats are needed all the time to make the tools he needs for fighting the war. And waste fats go into medicines, too... so homemakers should go on saving them and turning them in for salvage. A pound of waste fat is worth two red tokens and four cents...and no matter how dark or old the fat is, it's good for industrial use. But, above all,

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OFF. OF DIS. remember that even though those of us at home won't have
REP. (continued)

all the fixings for Thanksgiving, a little of that good
old American ingenuity can make that holiday meal a
real treat.

ANNOUNCER: Thank you, Mr. _____. I know our homemaking
listeners will remember that tons of waste fats are
still needed to make munitions, lubricants, and
medicines for war uses....and turn in all their waste
fats for salvage. You have just heard Mr. _____,
of the War Food Administration's Office of Distribution.

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Issued:

November 9th, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Fish Flash"

ANNOUNCER: With the shortage of some meats, and general wartime restrictions on a variety of foods, homemakers are always looking around for new foods to serve. Sometimes they overlook some good mealtime bets. One of the foods that's sometime overlooked is fish...and Mr. _____ of the War Food Administration's Office of Distribution is going to tell us today about a number of fish and what can be done with them.

OFF. OF DIS. There's something more to what you just said, _____.
REP. Some homemakers have been serving fish a great deal..... but they stick to the same varieties, because they don't know much about the others. As a matter of fact, there are 160 varieties of edible fish available to Americans.....

ANNOUNCER: 160!! That's a lot of good eating!

OFF. OF DIS. You're right about that...and besides being varied, fish REP. is plentiful right now, and it's point-free...so no wise homemaker can afford to overlook it on her list of mealtime ideas.

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ANNOUNCER: Suppose we organize a school for fish, right here and now....
and look over some of the fish that are good eating,
and not very well-known.

OFF. OF DIS. All right. Let's start with rose fish. That's one that
REP. homemakers may know by several other names...for instance,
it's called red fish, sea perch, and ocean perch, too.
But it's all the same fish. It's slightly pink in color,
and it's a native of North Atlantic waters.

ANNOUNCER: How is rosefish sold?

OFF. OF DIS. The fish weights about a pound...and homemakers will find
REP. it in their markets either fresh, or as a frozen fillets.

ANNOUNCER: Just a minute, Mr. _____, I don't want to get off the
track, but exactly what is a fillay...or fillet, as you
pronounce, it?

OFF. OF DIS. Fillets are the meaty sides cut lengthwise from the fish
REPL as soon as they arrive from the fishing grounds. And by
the way...the commercial man pronounces it fillet, but most
homemakers pronounce it fillay. Actually a fillet is a
lean piece of fish, without bones.

ANNOUNCER: That gets us up-to-date on definition and pronunciation...
now let's go on with rosefish...how would you cook it?

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OFF. OF DIS. REP. Well, a frozen rosefish fillet can be thawed first or cooked right away. If you want to fry it, you salt the fish first, then dip it into beaten egg diluted with milk or water...roll it in dry cereal or cracker or bread crumbs...and then either fry it in deep fat or pan fry it.

ANNOUNCER: That sounds good! Can you do that with other fish fillets?

OFF. OF DIS. SUPERVISOR: Yes you can. And another good idea for fillets is to broil them. Fish steaks are good that way, too.

ANNOUNCER: Whoa! Now you'll have to explain the difference between a fillet and a steak.

OFF. OF DIS. REP. That's easy. A fillet, as I said before, is cut lengthwise off the fish...and a steak is cut crosswise, through the fish. And, to go on, they're both delicious when they're broiled.

ANNOUNCER: Can all fish be broiled and fried?

OFF. OF DIS. REP. No, some need different treatment than others. For instance, mackerel is an oily fish...so it should be baked or broiled...but never fried. On the other hand, lean fish, like whiting or cod are best fried, boiled, or baked in milk, but they shouldn't be broiled...because broiling makes them hard and dry.

ANNOUNCER: Whiting? Isn't that the Alice-In-Wonderland fish?

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OFF. OF DIS. Why do you say that?
REP.

ANNOUNCER: The turtle in Alice in Wonderland says, "Boots and shoes under the sea are done with whiting"....and whiting is a kind of fish...

OFF. OF DIS. I see the connection now. But it may be news to you that
REP. whiting is the name of a small, sweet-meated fish, that's very good to eat. It's marketed whole or filleted, like the red fish...and it's caught in the North Atlantic, too.

ANNOUNCER: It's odd that the whiting should be sweet-meated when it's caught in the ocean.

OFF. OF DIS. You know, that's a mistake lots of people make. Whether
REP. a fish is caught in fresh or salt water, it tastes just as sweet and free from salt. Salted fish are something else again, they've been cured by a salting process which is used for either fresh or salt water fish.

ANNOUNCER: That's a good thing to know. And here's another question I've been wanting to ask you. You know, when I go into a restaurant, there's often something on the menu called "filet of sole". Now I know what a filet is... you just told me...but what's that "sole"...that's what I want to know?

OFF. OF DIS. Don't worry, _____, nobody's trying to palm off an old
REP. show on you. Sole is just another name for a fish called "flounder".

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ANNOUNCER: Flounder...that's that flat fish...

OFF. OF DIS. That's exactly what it is. The flounder is...well flat as
REP. a flounder...and he has some mighty peculiar habits, too.

ANNOUNCER: For instance?

OFF. OF DIS. When the flounder is small it has two eyes in the usual
REP. place...and it swims about quite normally. Then it
goes down to the bottom of the ocean and spends some time
just growing...resting on its side.

ANNOUNCER: That's what I'd like to do...just spend all my time resting.

OFF. OF DIS. Maybe when you hear the consequences of the flounder's
REP. laziness you'll change your mind. As he rests there in
the ocean bottom, the eye on the underside gradually
moves around to the top, where he can use it. And all
his color stays on the top side for protection.

ANNOUNCER: And you mean the flounder stays that way...for the rest
of his life?

OFF. OF DIS. That's right. When he matures and leaves the sandy bottom,
REP. he has one white, blind side, and one colorful side, with
both eyes in it. So he just sort of flounders around
until some fisherman catches him...and then he comes to
your table...as delicious filet of sole.

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ANNOUNCER: Well, flounder may be very good...but I'll take good old whitefish any time.

OFF. OF DIS.
REP. There's nothing wrong with that. People who live inland usually like best the fish that come from nearby lakes and streams...and fresh water fish...like trout, lake herring and blue pike are certainly good tasting and nutritious. But the salt water fish are fine eating, too... and now that refrigeration has made it possible for those fish to get around, there's no reason why homemakers shouldn't introduce them to their families.

ANNOUNCER: What are some of the other salt water fish we haven't talked about?

OFF. OF DIS.
REP. There are dozens...salmon, halibut, haddock, are among the best-known...and of course, there's always Scandinavian Turkey...

ANNOUNCER: What's that??? It doesn't sound like a fish to me.

OFF. OF DIS.
REP. That's just another name for codfish, _____. It's called that in some places because people of Scandinavian descent think very highly of the dried, salted cod, and prepare it special ways for the holidays...

ANNOUNCER: The only name I'd ever heard for cod is Newfoundland currency.

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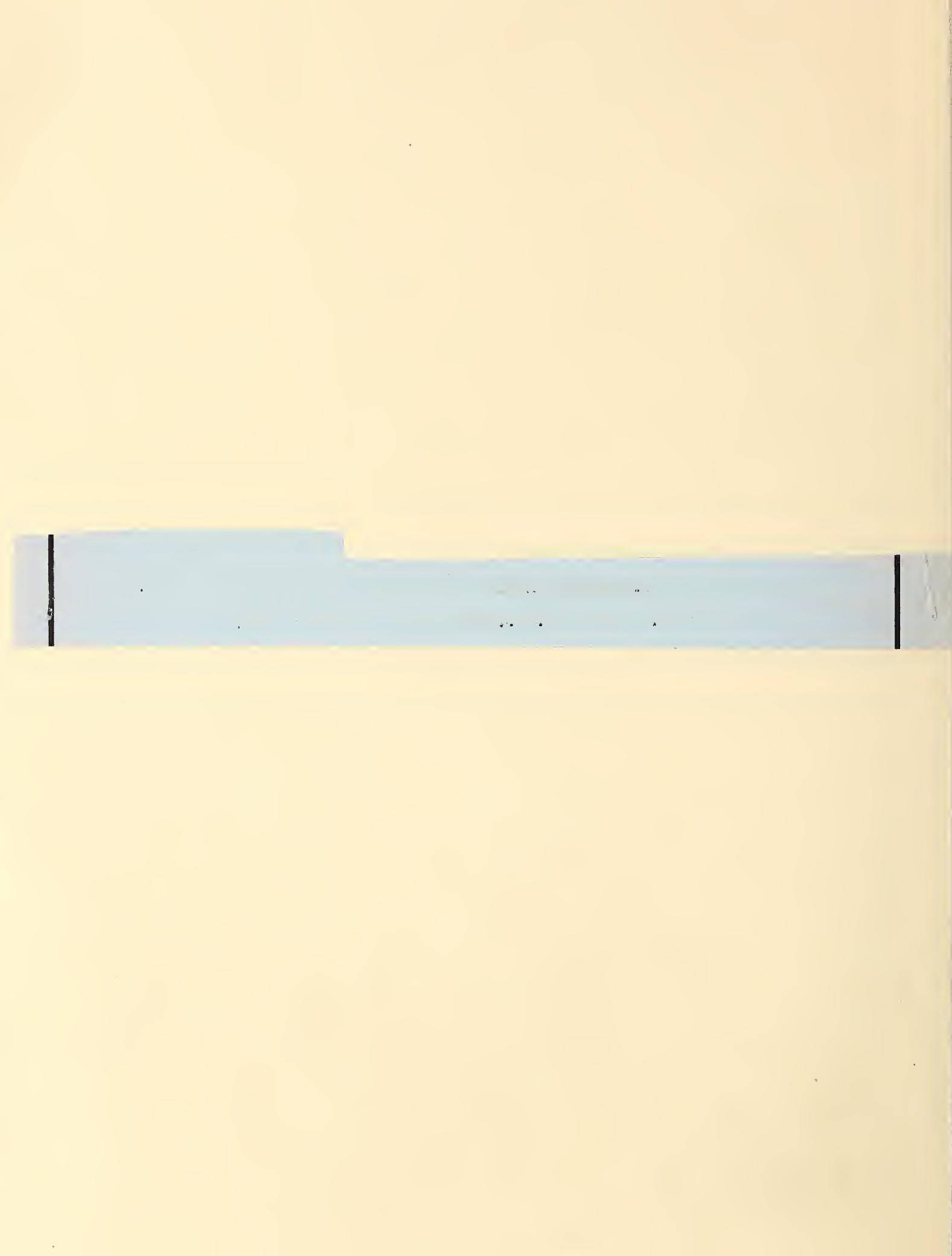
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"And you know when

fish is steamed or simmered, it's good to use flaked for salads,
sandwiches, casseroles....any number of tasty dishes."



OFF. OF DIS. Yes, that's another name for it above the border. And in
REP. Massachusetts, it's the state symbol, and a wooden replica
of it hangs in the Senate Chamber of the State House in
Boston.

ANNOUNCER: Cod is certainly versatile, isn't it?

OFF. OF DIS. Yes, and so is all fish. Why, it can be baked, or
REP. broiled, or boiled...steamed, or simmered...used in soups
and stews...and lots of other ways. And you know, when fish
stew is simmered, it's good to use flaked for salads, sand-
wiches, casseroles,...any number of tasty dishes.

ANNOUNCER: And fish is good for plenty of food value, too.

OFF. OF DIS. That's right. Fish is in Group Five of the Basic Seven
REP. Food Groups, along with meat, poultry, and eggs. It's
an excellent source of highly digestible protein...it's
rich in vitamins...and it contains large amounts of a
variety of minerals. All in all, homemakers couldn't
do much better than to look the fish situation over and
use it more than they do. Since the supply of some meat
is short of the demand, fish will be a delicious and
nourishing alternate for them...and by using plentiful fish,
homemakers can help to keep nation's food supplies evenly
distributed.

ANNOUNCER: Thank you, Mr. _____. You have just heard Mr. _____
_____ of the Office of Distribution of the War Food
Administration.

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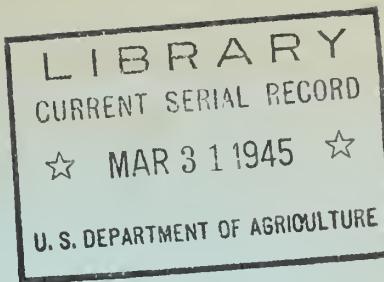
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Reserve

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Issued:
November 16th, 1944

THE FAMILY CANTINE

"Sensible Savings"

ANNOUNCER: If there's one thing a thrifty homemaker spends a lot of her time on, it's the problem of finding foods that are medium-priced...but of good quality. And still another of her jobs...ever-present these war days...is making the family point budget cover three meals a day. Today, Mr. _____ of the War Food Administration's Office of Distribution is here to tell us some ways in which homemakers can accomplish both of those jobs. Is that right, Mr. _____?

OFF. OF DIS. REP. Absolutely right, _____. And the answer to the first problem...medium-price and good quality...is summed up in one word...eggs.

ANNOUNCER: Stop me if I'm wrong, Mr. _____...but I thought that homemakers were buying more high-priced eggs these days.

OFF. OF DIS. REP. They are...and that's just the point. Incomes are up, and so homemakers have been concentrating on the high-priced, highest grade eggs...and that means that there aren't enough of these in many markets to meet the demand.

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ANNOUNCER: And at the same time, the medium-priced eggs are in heavy supply.

OFF. OF DIS. That's the situation in a nutshell...or may be I should REP. say in an eggshell...But anyway, higher incomes make a larger demand for higher-priced eggs...and at the same time...the prospective war requirements for dried eggs are considerably less than they were at this time last year.

ANNOUNCER: Are those dried eggs made from Grade A and Double A, or from the lower grades?

OFF. OF DIS. They're usually made from eggs scoring Grade B or under...
REP. and with smaller requirements for dried eggs...that's another reason why there are more of the lower-grade, medium-priced eggs on the market.

ANNOUNCER: Then homemakers should buy and use more of the medium-priced eggs...

OFF. OF DIS. They certainly should. Eggs don't have to be top grade
REP. to be good for baking and preparing other dishes. The results are just the same as they are with the very top grade eggs.

ANNOUNCER: Well....how can a homemaker tell the grade of the eggs she's buying?

OFF. OF DIS. That's easy. Ask her grocer. Many eggs come in cartons
REP. which are clearly marked as to grade. I'd like to urge

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OFF. OF DIS. homemakers to ask for eggs that are officially graded
REP. (continued)

or certified. Just look for the grade label.

ANNOUNCER: And of course, compare the prices on Grade A and Grade B eggs.

OFF. OF DIS. That's right. Look for the label, and compare the prices...

REP. in many stores, eggs of Grade B quality provide as much
as 15 to 18 cents savings.

ANNOUNCER: Mr. _____, you said that medium cost eggs are good
for cooking, and for use in preparing other dishes...
Can't they be eaten as is?

OFF. OF DIS. Why yes...those eggs are good for everything except

REP. possibly poaching and cooking in the shell. And pound
for pound, they're just as nutritious as the higher
grades. They can be used for making pancakes, and
waffles, souffles, puddings, cake, cookies.....all the
delicious egg dishes that most families like so well.

ANNOUNCER: So homemakers can make an actual saving, without
sacrificing flavor or food value, just by using those
medium-cost eggs.

OFF. OF DIS. Yes, and they can help to conserve an important wartime
REP. food, too.

ANNOUNCER: That settles the first of the homemaker's problems we were
going to discuss today. Now what about the business of
making point budgets balance?

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OFF. OF DIS. That's sort of a double-edged proposition, _____.
REP.

The best way I can think of right now for a homemaker
to earn extra points and do her country a big favor is _____

ANNOUNCER: I bet I know....Saving waste fats?

OFF. OF DIS. Waste fats it is. There is as great a need as ever for
REP. salvaged fats.

ANNOUNCER: If that's so...why was lard removed from rationing last
Spring?

OFF. OF DIS. At the time, seasonal hog slaughterings had temporarily
REP. boosted the supply of lard. And because most fats
and oils may be used interchangeably, we couldn't have others
point-free and lard rationed.

ANNOUNCER: Will there be as much lard this year as last?

OFF. OF DIS. No, there may be considerably less. And lard is used
REP. for many purposes as well as for cooking. As a matter
of fact, our total supply of edible and inedible fats is
expected to shrink this year.

ANNOUNCER: Is that altogether due to reduced imports?

OFF. F DIS. Well, there's no doubt that imports may actually fall this
REP. year. Our fighting allies and the liberated countries need
a great deal of the fats and oils supply...and they will for
some time to come. And, of course, we can't count on
Oriental sources for quite a while.

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ANNOUNCER: Not until the Japanese are ousted from the Philippines, Maylaya, and the East Indies.

OFF. OF DIS. REP. And fat production here at home may be lower this year than last, too. So not only eating fats will be low in supply... but also the hard fats needed for war industry. And that means all the waste fats homemakers can salvage.

ANNOUNCER: What uses does industry find for waste fats?

OFF. OF DIS. REP. What uses aren't salvaged kitchen fats put to? They go into the general pool of inedible tallow and greases. They may be used for the manufacture of lubricants.... fatty acids...or other industrial purposes. A large portion goes into industrial soap...of which a great deal is used in making the materials for our armed forces.

ANNOUNCER: Isn't glycerine a by-product of both fatty acids and industrial soap?

OFF. OF DIS. REP. Yes, when fatty acids and soap are manufactured, glycerine is one of the by-products that results. And glycerine is vital in the manufacture of explosives...So waste kitchen fat helps a great deal to speed the progress of the Allied forces.

ANNOUNCER: That's as good a reason as I can think of for homemakers to salvage waste fats carefully...besides, the dividend in red points, of course.

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OFF. OF DIS. Yes, don't forget the two red points and the four cents
REP.

that homemakers earn everytime they turn in a pound of
waste fat. It's mighty easy earning, too,

ANNOUNCER: Sure...all a homemaker has to do is to throw all the waste
kitchen fat into a can, and cart it off to the butcher.

OFF. OF DIS. Not quite all, _____. It's important that the fat
REP.
be strained, before it's poured into the can. Lately,
homemakers have been getting careless about that...and
leaving bits of meat and foreign matter in the fat. It
doesn't matter how old or dark the fat is...but it must be
strained.

ANNOUNCER: It doesn't seem to me that homemakers can save much fat if
they just turn in what drains off in cooking....

OFF. OF DIS. That's right. There are more ways than that of salvaging
REP.
perfectly good grease. Broiling pans, roasters and
frying pans should be scraped for extra fat before they're
washed. Soups, stews and gravies can be skimmed for
extra fat. And the bits of fat a homemaker trims from
roasts or chops can be saved in a bowl in the ice-box and
melted down when the oven is on.

ANNOUNCER: Both the ideas you've given us today sound like mighty
good sense to me, Mr. _____.

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OFF. OF DIS. It's good sense...and good eating, for homemakers to
REP. use more medium-priced eggs. They're just as nutritious,
pound for pound, as the higher-grade, higher-priced eggs...
and they can be used in all cooking...for everything, in
fact, except possibly poaching or cooking in the shell.
And it's certainly good sense for homemakers to sal-
vage all the waste fats they can. It's simple...and the
dividends are still two red points and four cents for
every pound. And finally, both those ideas are sensible,
because they're helping to conserve important wartime
commodities.

ANNOUNCER: Thank you, Mr. _____. You have just heard Mr. _____
_____ of the War Food Administration's Office of
Distribution.

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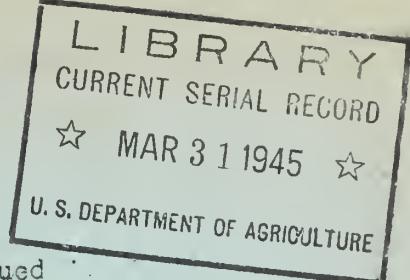
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OFFICE OF DISTRIBUTION
150 Broadway, New York 7, N.Y.



Cleared by:
N.Y....Phila...Boston
Regional OWI with a "B" rating

Issued
November 24, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Holiday Hints"

ANNOUNCER: One holiday's over...and another's on its way. And that means that homemakers are giving plenty of thought to the good foods that traditionally mean HOLIDAYS to American families. One of the most festive of those foods is rich fruit cake. And today, Mr. _____ of the War Food Administration's Office of Distribution is here to tell us about supplies of fruit cake ingredients and what we can expect this year.

OFF. OF DIS. Well, most homemakers have their own recipes for fruitcake...
REPRESENTATIVE mixtures that their families like best. But once the basic cake ingredients are taken care of, there are still dried fruits and candied fruits, and nuts to worry about.

ANNOUNCER: Which of the dried fruits are most often used in fruit cakes?

OFF. OF DIS. Usually raisins, dates, figs and prunes, I think. Some of
REPRESENTATIVE these dried fruits...raisins and prunes to be exact, come under a War Food Order...which calls for packers to hold their entire pack of prunes and raisins until it's evident that Government requirements can be met.

ANNOUNCER: How does that affect civilian supplies?

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OFF. OF DIS.
REPRESENTATIVE

Any dried fruits that the packers have above war needs are released for civilians. Dried fruits are important to our fighting forces, you know. They contain a lot of food value, they're easy to ship...and they're good to eat. So there shouldn't be any reason for us to complain about the food order.

ANNOUNCER:

But if civilians are going to get any of the dried fruits, they'd like to get them soon...in time for Christmas cake.

OFF. OF DIS.
REPRESENTATIVE

That's the good news. Civilians are getting the dried fruits now. Early in October the War Food Administration told packers of dried fruits...mainly raisins and prunes...that they could release large amounts of the 1944 pack into civilian trade channels immediately.

ANNOUNCER:

So those raisins and prunes will be in the stores for the holiday trade.

OFF. OF DIS.
REPRESENTATIVE

They will. In fact, nearly all of the civilian share of raisins for the whole trade year...has already been released. Now the trade year ends on the first of next September. So although homemakers / find more raisins and prunes at the store than they did last year at this time...there may not be as many later on.

ANNOUNCER:

But we really don't want as many dried fruits during the warmer months anyway.

OFF. OF DIS.
REPRESENTATIVE

That's right, and we do want them for holiday uses.

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ANNOUNCER: Well, that takes care of the prunes and raisins...now what about the other dried fruits...like figs and dates?

OFF. OF DIS. The prospects for figs and dates are good, too. Ther's no
REPRESENTATIVE war food order controlling their distribution...Now, the general supply of dried figs this year is expected to be smaller than last year...but we're getting most of them early.

ANNOUNCER: So homemakers...check figs on your list of good things for the holidays...

OFF. OF DIS. As for the date situation

REPRESENTATIVE

ANNOUNCER: I know...it's terrible isn't it...those poor girls all dressed us, and no where to go...

OFF. OF DIS. Let's not get off the track, _____. I was talking about
REPRESENTATIVE eating dates...the kind you use in Christmas fruitcake...and there are plenty of them.

ANNOUNCER: More than last year?

OFF. OF DIS. Yes, our civilian share is considerably larger than it was in
REPRESENTATIVE 1943. Last year, all the dates were grown right here in the United States..but this year, we've begun to import them from Iraq again, and we have a lot more.

ANNOUNCER: What's the general dried fruit situation, Mr. _____? What with the soldiers needing it...are we going to get as much, or more or less than last year?

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FF. OF DIS.
REPRESENTATIVE Well, in summing up the dried fruit situation, it seems that while we can expect a smaller share for the year as a whole..... we will be able to get more now than we found during the last holiday season.

ANNOUNCER: That certainly sounds encouraging for homemade fruit cake, doesn't it?

FF. OF DIS.
REPRESENTATIVE Certainly does. Some of the other ingredients homemakers might have used in holiday cake in other year's aren't so plentiful now... but there are alternates which taste just as good....

ANNOUNCER: For instance?

FF. OF DIS.
REPRESENTATIVE Well, for instance, take something like candied pineapple. Many homemakers have that on their list of fruit cake ingredients. It may be hard to get. So they can use candied orange or grapefruit peel instead. And they will supply the sparkle and color that bright candied fruits always add to the holiday meals.

ANNOUNCER: And now, Mr. _____what about nut meats.....a holiday's hardly a holiday without a bowl of fruit and nuts on the table....

FF. OF DIS.
REPRESENTATIVE And of course nuts are an important ingredient of fruit cake... Well, if homemakers are wondering whether to count on nuts for this year's goodies...the answer isYes. The walnut crop seems even better than last year...and the pecan crop hits a new record....

ANNOUNCER: So all the good fruit cake and pudding ingredients are present and accounted for...right?

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OFF. OF DIS. REPRESENTATIVE Right....but ther's just one more common cake ingredient that I want to discuss...and that's EGGS. Grade B eggs to be specific.

ANNOUNCER: Grade B eggs...they're lower-priced than Grade A eggs, aren't they?

OFF. OF DIS. REPRESENTATIVE Yes, they are....they're medium-priced and good quality...so bargain-wise homemakers would do well to buy them. They're good for cooking and for eating...every way, except possibly poached or cooked in the shell.

ANNOUNCER: I shouldn't think any homemaker would ever look a buy like that...

OFF. OF DIS. REPRESENTATIVE I wouldn't think so either. Grade B eggs are plentiful...because not as many of them are needed for war uses this year. And at present, Grade A eggs are less plentiful, because larger incomes have created more of a demand for the higher-priced eggs.

ANNOUNCER: Are Grade B eggs as nutritious as the others?

OFF. OF DIS. REPRESENTATIVE Pound for pound...they're just as nutritious as the higher-priced eggs. Many egg cartons are marked as to grade. So homemakers should look for the grade mark on the carton...and check the price with the grocer. In some stores, Grade B eggs provide as much as a 15 to 18 cent saving.

ANNOUNCER: Look for the grade mark on the carton...check the price...and buy Grade B eggs...that's a good thing to remember.

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OFF. OF DIS. And homemakers should remember too that dried fruits for holiday cakes and sweets are available right now. Prunes and raisins are on the grocer's counter, and so are the dates, figs, candied fruits and nuts that homemakers need for festive holiday baking. And for that very holiday baking and for cooking in general, Grade B eggs are the eggs to buy right now....because they're plentiful, good for cooking and eating every way except possibly poaching or cooking in the shell...and because they're just as good for the whole family as the higher-grade, higher-prices' eggs.

ANNOUNCER: Thank you, Mr. _____ . You have just heard Mr. _____ of the War Food Administration's Office of Distribution, with some useful information about holiday foo's.

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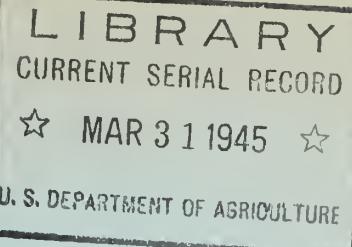
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Issued:
November 30th, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"The Fat Of The Land"

ANNOUNCER: Up to this point in the war, civilians have been hearing a great deal about food shortages...and they've been experiencing them. Butter's been in short supply... so has sugar...and occasionally, one kind of meat or another. But if you take a good look back over our three years at war...you'll find that Americans here at home have wanted for very little. And here's Mr. _____

_____ of the War Food Administration's Office of Distribution...with his backward-looking food binoculars, to take us over last year's food supplies, and give us some idea of what we can expect in 1945.

OFF. OF DIS.
REP. The big thing to keep in mind when you're reviewing food supplies is...if one food is short, another one is usually abundant...and if you use the abundant foods, and don't grab more than your share of the scarce ones, then you'll keep your family well-fed, and national food supplies balanced...in fact, this country's so well supplied with food that there's enough so homemakers can keep their families and the nation the best-fed in the world.

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1. **WHEAT** - White flour, 50 lb. bags, \$1.00 per bag.

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17. **WHEAT** - Whole wheat flour, 50 lb. bags, \$1.00 per bag.

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ANNOUNCER: And with that wise general observation, let's proceed backwards into 1944.

OFF. OF DIS. REP. And let's begin with meat...If you look the situation over carefully, you find that civilian meat consumption for the year has been a little higher than last year. This, in spite of increased requirements for our fighting men and allies.

ANNOUNCER: And in spite of the fact that there weren't many of the better cuts of meat around...

OFF. OF DIS. REP. That's right...American homemaking ingenuity worked to make lower grade meats just as popular as the fancier cuts.

ANNOUNCER: Is the same true of other staples...like eggs, for instance?

OFF. OF DIS. REP. The consumption of eggs per person was slightly higher this year than last, too. This was made possible by an increase in egg production. And here's an important fact...consumption of eggs for both this year and last was considerably higher than the average rate from 1935 to 1939. that is, before the war. So that's one staple food we haven't lacked...and there are others.

ANNOUNCER: Such as...?

OFF. OF DIS. REP. Such as dairy foods. Fluid milk and cream consumption by civilians has hit a new peak. Although, of course, consumption of butter and some of the other dairy products has been lower...due to low production and high war

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OFF. OF DIS. requirements. But in general, civilian supplies of most
REP. (continued)
dairy products this year have been adequate.

ANNOUNCER: Butter is considered part of the fats and oils supply
isn't it?

OFF. OF DIS. Yes, it is...And much of the decrease in edible fats and
REP.
oils consumption since the beginning of the war has been
in butter. The decrease in the consumption of shortening
has been balanced by increased lard consumption. So, you
see, we haven't actually suffered very much for lack of
fats and oils...

ANNOUNCER: And I haven't noticed any great scarcity of fruit or
vegetables, either.

OFF. OF DIS. That's because there hasn't been any...civilian fruit
REP.
supplies have been larger this year than last. And al-
though supplies of canned fruit for civilians have been
short, there's been an increase of over one-third in
canned fruit juices...and some increase in dried fruits...
and of course, home canned fruits have boosted the
family supplies.

ANNOUNCER: And what's this I hear about a record citrus crop?

OFF. OF DIS. I don't know what you hear...but supplies of citrus for
REP.
civilian consumption have hit a new high. And as for
vegetables...the consumption per person has increased
slightly over last year...and it's about the same as the
five-year average for 1935 to 1939.

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ANNOUNCER: Has production of vegetables been higher this year?

OFF. OF DIS. REP. It certainly has. There's been a record truck crop production...and of course, military requirements for fresh vegetables are comparatively small...Canned vegetables consumption per person seems to have been about the same this year as last...Because commercially canned vegetables have been supplemented in many homes by home canned goods... and by bought and Victory-Garden grown fresh vegetables.

ANNOUNCER: Score one for home canners and Victory Gardeners. Now if they could only grow wheat...

OFF. OF DIS. REP. As a matter of fact, the civilian demand for wheat has been met in full this year...and that's quite a record for wheat growers, considering the huge wartime increases in the use of wheat for feed and industrial alcohol. And as for other cereals.....like rye and rice.....

ANNOUNCER: Has their consumption increased?

OFF. OF DIS. REP. The consumption of rye has been the largest in twenty years.. and supplies of rye will probably continue to meet all food needs. And rice has been consumed this year at a slightly higher rate than in 1943.

ANNOUNCER: Well, it sounds to me as though we've had nothing to complain about this year.....

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OFF. OF DIS. And we'll have just as much good food next year, if the
REP. estimates are correct. Meat supplies may be somewhat smaller...but they'll still be well above pre-war averages. Of the meat, we'll probably have more beef and veal, and less pork, lamb, and mutton...

ANNOUNCER: Will we have more or less eggs next year than we've had this year?

OFF. OF DIS. There may be a decrease in egg production...but there
REP. will be a reduction in non-civilian requirements, too...so that on the whole, there will be ample supplies available for civilians...especially during the first six months of 1945.

ANNOUNCER: That means plenty of breakfast eggs and lunchtime omelets... good enough! What about milk and cream supplies?

OFF. OF DIS. Supplies of dairy products will probably be just about
REP. the same as they have been in '44. And that means adequate supplies of most dairy foods. Fruit supplies will be about the same as they have been this year.

ANNOUNCER: Canned fruits and fruit juice, too?

OFF. OF DIS. Yes,...Civilian supplies of canned fruit juices will continue large...and civilian supplies of canned fruits will be small.

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ANNOUNCER: So home canners had better stay on the job...and do as well as they have done this year...

OFF. OF DIS.
REP. And can plenty of vegetables, too...because like this year, large amounts of canned vegetables will be going for military uses...and there will be a large civilian demand too. So Victory Gardeners and home canners will find their efforts just as useful next year...this is no time to put away the garden tools and the canner.

ANNOUNCER: You said that supplies of rye would probably meet all demands next year...will the same be true of wheat and rice?

OFF. OF DIS.
REP. There should be enough wheat next year to fill demands... and the same goes for rice.

ANNOUNCER: Then we should have just as much of the food we need in 1945 as we've had this year.

OFF. OF DIS.
REP. Yes...with a few exceptions...In general, the total civilian supply of food is expected to be about the same as last year. Supplies of some fruits...of turkey, and of beef may be larger next year....but supplies of pork, potatoes, butter, and some fresh vegetables may be smaller.

ANNOUNCER: Will the civilian food supply picture be changed by the end of the European war, Mr. _____?

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OFF. OF DIS. No...the end of the European war shouldn't change the REP. situation in general...because non-civilian requirements will still take a large proportion of our total food supplies all through 1945.

ANNOUNCER: Well, it seems to me that all you've been telling us points to just one fact...we haven't had...and we won't have any shortage of the staple foods we depend on.

OFF. OF DIS. That's exactly right. Civilians should remember that REP. food shortages are generally seasonal...and so are food abundances...Some foods may be short at one time...and plentiful at another time. But in general, we enjoy at least adequate supplies of all the foods we want...Our part of the job is to see that those supplies are balanced...by using plentiful foods...to relieve the pressure on less abundant ones...by keeping Victory Gardens going, and by putting up foods at home...and by conserving...avoiding waste of food so valuable to a nation at war.

ANNOUNCER: You have just heard Mr. _____ of the War Food Administration's Office of Distribution.

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